

Press release

August 2018

## **New pavilions bring exciting opportunities as largest ever edition of Secutech Vietnam opens**

Alexander Holdsworth  
Tel. +852 2230 9279  
alexander.holdsworth  
@hongkong.messefrankfurt.com  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.secutechvietnam.com](http://www.secutechvietnam.com)  
STVN18\_PR2

**Ho Chi Minh City welcomes Vietnam's largest trade fair for the safety, security and fire sectors this week, as security industry stakeholders from around the world gather at the Saigon Exhibition and Convention Center for the 11<sup>th</sup> edition of Secutech Vietnam.**

The rising security requirements of Vietnam's commercial and residential property sectors have set the stage for a fruitful three days of business at the show, which takes place from 16 – 18 August 2018. A new zone showcasing smart home and smart building technology is among numerous additions, which have seen total exhibition space climb 11% to a new record of 10,000 sqm (2017: 9000 sqm).

A new record has also been set for the exhibitor list, which has expanded by 16% to include a total of 310 solution providers from 20 countries and regions (2017: 270 exhibitors). A strong international contingent includes brands from China, Croatia, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, the Netherlands, Singapore, South Korea, Taiwan, Thailand, the UAE, the UK, the US and Vietnam. The diverse line-up is expected to be a strong draw for trade visitors, which are predicted to increase in number from last year's total of 12,097.

Speaking optimistically ahead of the show's opening, Ms Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd, said: "Vietnam is continuing to establish itself as one of the most significant security markets in the ASEAN region. The commercial and residential property sectors are just one driving force behind these positive conditions. An increase in urban infrastructure projects and strong GDP growth are also two significant factors. We expect to see a good mix of government and commercial sector buyers through the doors over the coming days, a high proportion of which will be system integrators, distributors and end users."

A convenient sourcing experience awaits buyers at the fair in the shape of three distinct product zones. Namely, the Security Zone, the Fire Safety & Rescue Zone and the Smart Building & Smart Home Zone. A strong line-up of brands represented across these zones include ASTEC, Bosch, Dahua, Hanwha Techwin, Samsung, Seagate, TECHCARD, Nha An Toan, Phuong Viet, VIETSAFE and many more.

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

Of particular interest to system integrators, distributors and end users in the smart home sector will be SMAhome, which makes its debut at

Secutech Vietnam this year to serve as the IoT technology platform for Vietnam's smart home market. Products on display here will reflect the modern drive towards increased home automation including home automation kits, IoT gateways, smart locks and smart surveillance systems. The new coming Z-Wave Pavilion will also spark the interest of buyers in the smart home sector with an array of Z-Wave solutions for home and building.

A further addition to the list of debutants is the Singapore Pavilion. Led by the Association of Small and Medium Enterprises (ASME), the pavilion comprises surveillance solutions, facial recognition technology, modular control platforms and key management systems that have various security applications for home, building, factory and much more.

Two returning pavilions in the Fire Safety & Rescue zone will also add to the product line-up on the show floor. The Korea Fire Institute Pavilion brings leading companies to demonstrate their range of fire extinguishers, fire alarms, hoses, smoke detectors, fire fighting suits and escape chutes, while the UL Pavilion will feature seven suppliers from around the world to display their latest UL-certified fire systems and products.

#### **Fire & Safety Rescue Seminar and Smart Solutions Vietnam forum to serve as information exchange platforms for growing markets**

In addition to exploring the varied product offerings at the show, stakeholders in the fire and safety sectors will have ample opportunities to gain industry insights at the returning **Fire & Safety Rescue Seminar**. A highlight will be discussions on applications for industry 4.0, while experts from Firesmart, GP International Technology, the Korea Fire Institute, Nhuan Phat, Pyrovia, SmartZ and UL will also gather to examine fire safeguarding solutions for factory, building and personal safety.

Meanwhile, visitors looking to learn about new technologies and integrated security solutions for the vertical markets of smart city, smart building, smart home, smart transportation and smart factory will have an excellent opportunity to do so during the **Smart Solutions Vietnam** forum.

Held concurrently on the second day of the show, the forum provides a platform for suppliers Bosch, ICP DAS, Kedacom, Samsung, Seagate and Western Digital to deliver presentations on their newest product offerings. Topics will include 'Integrated Solutions for Smart Transportation and Smart Buildings' as well as '4G Mobile Surveillance for Smart City Solution'. The forum will be followed by a business networking party to give attendees the chance to form new business connections.

For more details, please visit [www.secutechvietnam.com](http://www.secutechvietnam.com). Alternatively, please call Ms Michelle Chu at +886 2 8729 1068 or send an email to [michelle.chu@newera.messefrankfurt.com](mailto:michelle.chu@newera.messefrankfurt.com).

Secutech Vietnam  
Saigon Exhibition & Convention Center,  
Ho Chi Minh City  
16 – 18 August 2018

Safety and security are increasingly important basic needs and, therefore, stand for a growing global market. With eleven trade fairs, congresses and forums around the world, Messe Frankfurt brings together demand and supply worldwide with progressive, connected products, applications and services focusing on commercial security and the protection of buildings, spaces and people. The Safety, Security & Fire business cluster offers access to the dynamic markets of the Arabian Peninsula, Asia, Europe and South America.

Further information at [www.safety-security-fire.messefrankfurt.com](http://www.safety-security-fire.messefrankfurt.com).

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)